AMENDMENT

Unmarked Version

<u>In the Specification:</u>

On page 1, please replace the second full paragraph with the following:

The invention relates generally to the field of online commerce. More particularly, the invention relates to rating systems and user feedback mechanisms for use in electronic environments, e.g., online trading environment, online shopping site, online auctioning site, online person-to-person trading site, online gaming site or other electronic environment where user feedback is provided, including those within an Internet market place community.

On page 9, please replace the second full paragraph with the following:

The various exemplary community ratings 231-237 respectively for users 121-127 are presented in FIG. 2. As previously mentioned, the invention provides for various methodologies to determine a community rating for an individual user by manipulating such factors as the feedback ratings, other data elements, and/or the relationships among the users of the electronic community. The methodology represented by the community ratings 231-237 is to aggregate the feedback rating 131-137 for the individual user with all the community ratings 231-237 of users brought into the electronic community by the individual user. In other words, by representing the relationships among users as a tree structure, the community rating 231-237 for a user is the aggregate of the feedback ratings

of the user and all its descendants. In this manner, the community rating 232 of p2p 122 is its feedback rating 132; the community rating 233 for carter 123 is the sum of the feedback ratings 131-133 for users coin-nut 121, p2p 122 and carter 123; and the community rating 234 of astroyriod 124 is the sum of feedback ratings 131-137.

On page 13, please replace the second full paragraph with the following:

In an embodiment, the community rater 420 is comprised of both a valuator 421 and an aggregator 422. The aggregator 422 performs a recursive routine, which aggregates the feedback ratings or characteristic values of all users in lineal succession to a patriarchal user for which a community rating is being determined. The valuator 421 combines (e.g. adds, determines a weighted average, etc). the patriarchal user's characteristic value with the aggregate value determined by the aggregator 422 to determine the patriarchal users community rating. Other embodiments of the invention are envisioned that use other methods for determining the community rating that do not specifically utilize aggregator and valuator components or routines.

On page 16, please replace the first full paragraph with the following:

Figure 6B is a high level flow diagram illustrating a recursive routine that may be performed by an aggregator 422 to determine an aggregate value of all

the feedback values of all lineal descendants of the identified user. The routine begins at step 650, and proceeds to step 655 where the community rating for the first child of the identified user is set to the first child's feedback rating. Next, in steps 660 & 665, the feedback values for all lineal descendants of the first child are aggregated and the value returned is added to the first child's community rating. If the identified user had at least two children, the sibling field in the first child's related data structure will have a pointer to the second child. Accordingly, for each n+1th child of the identified user, the nth child will have a pointer in the sibling field to that child (where n is an integer of at least 1). In steps 670 & 675 an aggregate community value for all children other than the first child of the identified user (who are all siblings of the first child) is determined and this value is added to the community rating of the first child. Finally, the aggregate value of the community rating for all the children is returned to the valuator in step 680 to be added with the feedback rating of the identified user to determine the identified user's community rating as discussed supra.

In the claims:

(Once Amended) A computerized method for determining a community rating for a particular user of a plurality of users within an electronic community comprising:

    maintaining a characteristic value for each of the plurality of users;

    maintaining a set of relationships between the plurality of users; and

    deriving a community rating for the particular user by performing a